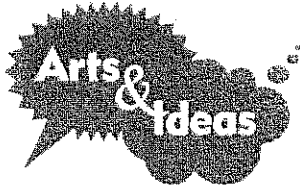


International  
Festival of



195 Church Street.  
12th Floor  
New Haven  
Connecticut 06510  
USA

1.888.ART.IDEA  
[www.artidea.org](http://www.artidea.org)

Committee on Appropriations  
Public Hearing February 20, 2013  
Testimony of Elsie Chapman

Good evening Senator Harp, Representative Walker, and members of the appropriations committee.

My name is Elsie Chapman, Vice Chairman of the Board of the International Festival of Arts & Ideas and I am here today with Mary Lou Aleskie, the Festival's Executive Director. We are here to thank the committee for seventeen years of unwavering commitment to this private public partnership, report on last year's impressive results and share opportunities on the horizon.

Your investment last year paid significant dividends. The Festival attracted 140,000 attendees in 2012, a 28% increase from the previous year, generating \$25M in economic impact for the State. With 85% of the Festival free to the general public, we experienced a significant increase in attendance from middle income families, a jump in out of state visitors to 15% and provided work for 430 Connecticut artists, 150 technical jobs and 511 hotel nights for visiting artists alone. Cultural ministries from around the globe continue to invest in our international work. This year nearly \$500,000 came directly into our state from international sources in support of artists performing at the Festival. This includes travel, hospitality, advertising and other locally purchased services.

Our ability to reach around the globe to attract investment to our region is only possible with consistent reliable support from our State. Your investment in the Festival gives us credibility to attract attention and investment from beyond our borders. Our marketing strategies have gained recognition from around the globe as well. This year we received a Gold Adrian Award from HSMIA, the international hospitality industry's leading service organization, along with a national design award for our Interactive Mobile website which registered one half million visits and 162,000 on the ground check-ins during the festival this year.

With your consistent investment, this year we have the opportunity to do even more. At this moment we are engaged in staging a global summit on innovation designed to highlight Connecticut success stories and align them with some of the Festival's international investors. We are working with the State to host the Governor's Arts Awards as part of our opening night. In collaboration with the Yale School of Architecture and the global engineering firm ARUP, we are creating a pop-up arts and ideas lab to travel to neighborhoods stimulating place-making. And we will be the exclusive Northeastern host of an international collaboration that reunites the creators of the Tony Award winning production WAR HORSE in a new production of a MIDSUMMER NIGHT'S DREAM that is sure to draw crowds beyond our state borders.

With your continued support we can move forward with these significant accomplishments and continue to grow the Festival as a world class destination for cultural and economic forums connecting people, businesses and communities through the arts.